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ABSTRACT

Intended for use at the college level, this selected, annotated bibliography is designed to help teachers choose appropriate audiovisual materials for introductory courses in mass communications. Each entry, in addition to the annotation, indicates the length of the film, whether it is in black and white or color, and the institution, with address, from which the material cited may be secured. (JD)

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Introduction to Mass Communications

A Selected, Annotated Bibliography of Audio-Visual Materials

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December, 1986

This bibliography is designed to help teachers choose appropriate A/V materials for the introductory course in mass communications. Names of institutions from which the materials may be secured have been included.

Assignment Mankind. 28 min., color. Michigan State University, Instructional Media Center, East Lansing, Michigan 48824

An inside look at the publishing of the Christian Science Monitor, an international daily newspaper. Editorial, advertising, production, and correspondent personnel are featured.

Behind the Type. 19 min., b/w. Michigan State University, Instructional Media Center, East Lansing, Michigan 48824

Presents the requirements for journalism via focusing on the characteristics of good reporting, effective advertising, and production of radio and television journalism.

Big City Paper. 31 min., color. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, Michigan 48103

Major activities involved in the production of the Chicago Tribune are presented--from how pulp wood is gathered to how newsprint is made to how the paper is printed.

CS210229

Bill of Rights in Action. 23 min., color. University of Kansas, 746 Massachusetts, Laurence, Kansas 66044

The First Amendment to the U.S. Constitution says that Congress shall make no law abridging freedom of the press. Does this protection mean that reporters can plead a special privilege not to answer questions before a Grand Jury? Can reporters refuse to provide information in a criminal investigation in order to protect the names of their sources for a news story? These questions are discussed in this incisive film.

Black Reporter in a White World. b/w. University of Michigan, TV Center, 400 Fourth St., Ann Arbor, Michigan 48103

A tough, engaging black reporter for a southern white newspaper describes his work: its challenges, frustrations, and hopes.

Careers in Broadcast News. 11 min., color. University of Illinois, Visual-Aid Service, Division University Extension, Champaign, Illinois 61822

Pictures the steps in the preparation of a television news story, indicating the objectives of news coverage and the skills and aptitudes demanded of the reporter.

City Desk Item. 10 min., b/w. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, Michigan 48103

How a news item gets into print is featured in this film--from the reporter, the rewrite man, and the copy desk to the composing room, the make-up man, and the presses.

Colonial Printer. 26 min., sound, color. Indiana University, Audio-Visual Center, Office for Learning Resources, Bloomington, Indiana 47401

Describes an episode in the life of Peter Thompson, a printer's apprentice, in Williamsburg in 1775. Dramatizes Peter's part in the discovery and publication of the raid by British troops on the Williamsburg arsenal.

The Communications Revolution. 22 min., b/w. University of Iowa, C-5 East Hall, Iowa City, Iowa 52242

Edgar Dale, Marshall McLuhan, Gilbert Seldes, and I. Keith Tyler discuss the impact of the information explosion and the mass media of communication on Western civilization.

Eyeball Witnesses. 30 min., sound, b/w. Indiana University, Audio-Visual Center, Office for Learning Resources, Bloomington, Indiana 47401

Discusses the reporters and writers who were most responsible for giving the West its reputation. Depicts journalism in its inventive heyday, when the reporter with the sharp pencil and ready mind flourished in a land where manners and morals were loose and easy.

Federal Communications Commission. 15 min., b/w. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, Michigan 48103

Discusses the properties of the air-wave spectrum and the problems in control of its use.

Freedom of the Press. 19 min., b/w. University of Illinois, Visual-Aid Service, Division University Extension, Champaign, Illinois 61822

Presents an historical review of freedom of the press in America from Zenger's weekly journal to the publication of today's newspapers.

Free Press/Fair Trial. 30 min., b/w. University of California, Extension Media Center, Berkeley, California 94720

Examines the conflict between Constitutional guarantees to a free press and the individual's right to a fair trial. Discusses the extensive press coverage given to a sensational mass-murder case in Houston in 1973, with Houston journalists, lawyers, newspaper editors, and police debating whether the media denied the defendants a fair trial.

Free Press vs. Fair Trial by Jury: The Sheppard Case. 27 min., b/w. University of Illinois, Visual-Aid Service, Division University Extension, Champaign, Illinois 61822

The Sheppard case of 1954 presents a dramatic example of a conflict between the rights of the press and the rights of the accused to a fair trial by jury. Emphasizes the Constitutional issues involved and the importance of the 1966 Supreme Court decision which established guidelines for the protection of the accused from prejudicial publicity.

Frontline Cameras. 16 min., b/w. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, Michigan 48103

A documentary by Willard Van Dyke produced from Associated Press wire photos covering historical events during the period from 1935 to the present.

Independent Commercial Radio Station. 18 min., 16 mm., sound, b/w. Government Films, National Audiovisual Center, General Services Administration, Washington, D.C. 20409

An inside look of the everyday operations of an independent commercial radio station.

Journalism. 11 min., b/w. Boston University, School of Education, 765 Commonwealth Ave., Boston, Massachusetts 02215

A portrayal of life of a newspaper reporter. His work in various specialized capacities such as society, sports, music and drama, finance and politics is examined.

Journalism--Mirror, Mirror on the World? 52 min., 2 reels, sound, b/w. Indiana University, Audio-Visual Center, Office for Learning Resources, Bloomington, Indiana 47401

Analyzes and compares news coverage of a peace demonstration by the Public Broadcasting Laboratory, NBC's David Brinkley, the Washington Post, United Press International, and the New York Times.

Journalistic Freedom. 30 min., color. Nebraska Educational TV Council for Higher Education, Box 83111, Lincoln, Nebraska 68501

Peter Bridge was jailed in Newark, N.J., in October, 1972, for refusing to divulge to a grand jury the source of a news story he wrote. He was the first of several journalists who chose to go to jail rather than compromise the trust of their sources.

Legislative Reporter. 19 min., b/w. University of Texas at Austin, Visual Instruction Bureau, Austin, Texas 78712

An Associated Press reporter is followed as he covers the state house in Columbus, Ohio. Reports on how news of a Democratic government in action is conveyed to the people.

Making of a Live TV Show. 26 min., color. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, Michigan 48103

Behind-the-scenes view of the 1971 Emmy Award Show on NBC including the planning sessions, rehearsals and

actual broadcast.

Media: Massaging the Mind. 22 min., color. University of California, Extension Media Center, Berkeley, California 94720

Discusses future media technology, including lasers, satellites, holograms, home information centers, and other advanced electronic devices, and considers social effects of such changes.

Miracle at Your Doorstep. 28 min., color. Michigan State University, Instructional Media Center, East Lansing, Michigan 48824

Presents the operation of the Detroit News, including the gathering and preparation of various kinds of news, advertising, printing, and the distribution of the newspaper.

The Paper Sword. 27 min., sound, b/w. Indiana University, Audio-Visual Center, Office for Learning Resources, Bloomington, Indiana 47401

This film records the murder in 1850 of James King, a newspaper editor who exposed the corruption of municipal government officials in his news columns and editorials. Points out that the murder incited a sweeping reform movement.

People's Right to Know: Police vs. Reporters. 12 min., b/w. University of California, Extension Media Center, Berkeley, California 94720

Documents a news photographer's experiences during 1968, specifically the Democratic convention in Chicago. Shows photographs and news footage of events he later recounts, including police harassment and beatings of himself, other newsmen, and people in the streets.

The President and the Press. 30 min., b/w. Nebraska Educational TV Council for Higher Education, Box 83111, Lincoln, Nebraska 68501

Discusses the relationship between presidents and the press: adversary confrontation. Raises the issue that skeptical reporting actually causes the president to account for his actions and policies.

Printing Through the Ages. 13 min., b/w. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, Michigan 48103

Covers printing from ancient times to the present. Early methods of block printing are presented as well as the transition to letter type. Gutenberg's

contributions are discussed.

Protest and Communication. 52 min., color. University of Iowa, C-5 East Hall, Iowa City, Iowa 52242

Gutenberg's printing press was becoming a major influence at the close of the 15th century. Consequently, the writings of Luther, Erasmus, and Thomas More spread to a wider audience as a result of printing via movable type.

Radio Broadcasting Today. 19 min., b/w. University of Georgia, Film Library, Athens, Georgia 30602

Demonstrates and appraises all types of programs, good and bad, which make up radio today.

Rapping With Jack Anderson. 30 min., b/w. Nebraska Educational TV Council for Higher Education, Box 83111, Lincoln, Nebraska 68501

Topics discussed include public access to government documents, national security, Congressional abdication of power and investigative reporting.

Rebuttal of the Selling of the Pentagon. 22 min., b/w. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, Michigan 48103

Features remarks by former Vice-President Agnew, former Secretary of Defense Melvin Laird, and F. Edward Hebert, former chairman of the House Armed Services Committee. Richard Salant responds on behalf of CBS.

See It Now--Murrow Report on McCarthy. 28 min., b/w. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, Michigan 48103

In a March, 1954 CBS TV broadcast, Edward R. Murrow makes a report on Senator Joseph McCarthy, junior senator from Wisconsin, and tells his story mainly through the Senator's own words and pictures. He attacks "McCarthyism" and the "smear techniques" involving "guilt by association" as demagoguery.

Selling of the Pentagon. 52 min., b/w. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, Michigan 48103

Documents several major areas of the Pentagon's public relations activities which reportedly cost from $30 million (admitted) to $190 million which is not admitted. Such activities include free V.I.P. junkets for business

industrialists to costly war games and a $6.5 million film, radio and TV budget to further enlist public support.

Shaping News for the Consumer. 17 min., color. University of California, Extension Media Center, Berkeley, California 94720

Shows how a TV news story is put together at a station in San Diego, California, depicting the roles of the news director, the reporter and camera operator on the scene, and the TV news producer. Demonstrates that TV news is a headline service and that news is a commodity, produced, packaged, and sold 24 hours a day.

Small Town Editor. 19 min., b/w. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, Michigan 48103

The small town editor and his place in the community is examined. Also, the fi[illegible] contrasts his operation of a newspaper with that of a big city newspaper editor.

Spot News. 10 min., b/w. University of Kansas, 746 Massachusetts, Laurence, Kansas 66044

Demonstrates the principles of wire photo transmissions. Shows an actual photograph being scanned by a photoelectric eye into lines which are transmitted as an electric current of varying density.

Stars at Your Door. 25 min., color. University of Kansas, 746 Massachusetts, Laurence, Kansas 66044

This film shows how one of the 10 top newspapers in the country provides a community with the news, quickly and accurately. The film takes the viewer through all the steps of bringing the news to the reader, from receipt of a news tip in the news room to delivery of the paper at the reader's door.

Story That Couldn't Be Printed. 11 min., b/w. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, Michigan 48103

Story of John Peter Zenger, persecuted newspaper publisher of colonial America. His trial and acquittal as a major step toward freedom of the press is examined.

The Structure of News Film Story. 20 min., color. University of Iowa, C-5 East Hall, Iowa City, Iowa 52242

Illustrates and explains how a news film story is put together.

Television: A Political Machine? 14 min., b/w. Boston University, School of Education, 765 Commonwealth Ave., Boston, Massachusetts 02215

Discusses how the mass media has affected politics by examining how candidates used television in the 1968 Indiana presidential primary. Reviews such aspects as the television personality of a candidate, the role of newscasts, and the character of paid political announcements which in many ways resemble news reports.

Television Land. 12 min., color. Boston University, School of Education, 765 Commonwealth Ave., Boston, Massachusetts 02215

This medium, which communications experts call "an extension of the nervous system," is presented with wit and humor in a 20-year review. Included are such notables as Milton Berle and Richard Nixon who is seen campaigning on "Laugh-In."

That the People Shall Know. 21 min., b/w. Florida State University, Instructional Media Center, Tallahassee, Florida 32306

Features six top journalists who describe their careers in the vital field of communication and opportunities and challenges the field offers.

The Tiger's Tail: Thomas Nast vs. Boss Tweed. 20 min., sound, b/w. Indiana University, Audio-Visual Center, Office for Learning Resources, Bloomington, Indiana 47401

Focuses on the campaign launched in 1870 by Harper's Weekly cartoonist Thomas Nast against the corrupt Boss Tweed Ring which controlled New York City politics. Indicates that the cartoon, a rapacious tiger, aroused public interest and shows Tweed attempting to bribe and intimidate Nast.

Today's Newspaper. 22 min., color. University of Iowa, C-5 East Hall, Iowa City, Iowa 52242

Describes the operations involved in publishing a newspaper from letter press to offset printing.

Tomorrow's Government--Today. 27 min., color. University of Illinois, Visual-Aid Service, Division University Extension, Champaign, Illinois 61822

Dramatizes the work of a young newspaper reporter assigned to do a series of interviews with the men

involved in planning a recreational mall. The reporter becomes convinced that educated planning and efficient administration are necessary to support elected officials and the needs and desires of the people they represent.

TV News: Behind the Scenes. 27 min., color. University of California, Extension Media Center, Berkeley, California 94720

Describes the responsibilities of key members of a television news team by tracing the preparation of an evening broadcast of New York City's "Eyewitness News." The various reportorial and technical contributors comment on their jobs as they are shown going about their specialized activities.

TV News: Measure of the Medium. 16 min., color. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, Michigan 48103

Television news is the major source of information for most people. How much confidence can we have in it? Provides a frame of reference for critical judgment of news content and affirms the need to employ many sources of information to be well-informed.

The Whole World is Watching. 55 min., 2 reels, sound, b/w. Indiana University, Audio-Visual Center, Office for Learning Resources, Bloomington, Indiana 47401

Presents reporters David Brinkley and Walter Cronkite with critics John Fischer and Senator John Pastore probing the question of bias in TV newscasting. Discusses topics such as the 1968 Democratic National Convention, and the restraints and influences placed upon TV by advertising.

Your Career in Journalism. 27 min., color. University of Illinois, Visual-Aid Service, Division University Extension, Champaign, Illinois 61822

Discusses the aptitudes basic to a career in journalism, the importance of a liberal arts education, professional courses at the college level, beginning jobs, and areas of specialization in journalism.